

## CLAIMS

1. A business form, comprising;
  - a first substrate having a first property and having first and second longitudinal side edges and first and second transverse end edges;
  - a second substrate having a second property, distinct from said first property, said second substrate being joined to said first substrate along one of said side or end edges;
  - at least one removable element provided with one of said first and second substrates;
  - a coating applied to at least one of said first and second substrates, said coating anchoring toner, ink, adhesive, cohesive and combinations thereof to said at least one of said first and second substrates;
  - a plurality of patterns disposed between one of said sides or end edges of at least one of said first and second substrates, said plurality of patterns being applied to said at least one of said first and second substrates and said plurality of patterns spaced from one another;
  - at least one of said plurality of patterns connecting said first substrate to said second substrate; and
  - wherein said plurality of patterns with said first and second substrates create a substantially planar business form assembly having at least one removable element.
2. A business form as recited in claim 1, wherein said patterns are composed of continuous, discontinuous, segmented, uninterrupted arrangement and combinations thereof.
3. A business form as recited in claim 2, wherein said patterns are stripes, strips, dots, geometric shapes, printed designs and combinations thereof.
4. A business form as recited in claim 1, wherein said coating has at least a first component including between 0.01% and 90% by weight of an absorbing agent.

5. A business form as recited in claim 1, wherein said substrates are selected from a group including cellulosic, plastics, metal based films and combinations thereof.

6. A business form as recited in claim 1, wherein the spacing between said plurality of patterns extends less than an area between one of said side edges or said end edges.

7. A business form as recited in claim 1, wherein a plurality of said planar business form assemblies when placed in a stack will have a substantially square, cube or rectangular configuration.

8. A business form as recited in claim 1, wherein said plurality of patterns are selected from a group including glassine, machine glazed paper, highly calendared paper, starch or wax based coatings, silicone coatings, pigment less coatings, ammonia based coatings, alcohol based coatings, polyethylene, polyester based materials and combinations thereof.

9. A business form as recited in claim 8, wherein the coatings have a roughened surface.

10. A business form as recited in claim 1, wherein each of said first and second substrates has at least one pattern disposed thereon.

11. A business form as recited in claim 1, wherein said plurality of patterns may be provided with indicia.

12. A business form as recited in claim 1, wherein said plurality of patterns decrease surface affinity between said planar business form card assemblies.

13. A business form as recited in claim 4, wherein said coating includes at least a second component including a pigment less material.

14. A business form as recited in claim 1, wherein said element removable from the form assembly is selected from a group including cards, tags, coins, chips, labels and combinations thereof.

15. A business form as recited in claim 1, wherein said removable element is a self laminating card.

16. A method of communicating the benefits of a business form assembly having a removable element, comprising the steps of;

producing a number of business form assemblies having at least one removable element, said assemblies having at least first and second portions with a coating applied to at least a portion of said one of said first and second portions, said coating anchoring toner, ink, adhesive, cohesive and combinations thereof to said at least one of said first and second portions, with said first and second portions having at least an area of different thickness from one another; one of said first and second portions having at least one removable element that creates at least a portion of said different thickness and each of said first and second portions having a pattern of material disposed thereon to create a substantially planar business form assembly with said removable element so that when said assemblies are placed in a stack with other business form assemblies with said at least one removable element said stack will have a square, cube or rectangular configuration;

creating marketing collateral with respect to using said business form assemblies;  
selling said business form assemblies in connection with said marketing collateral to customers or end users; and  
distributing said business form assemblies with said removable element.

17. A method as recited in claim 16, wherein said customers are selected from a group including distributors, office supply stores, retail outlets, warehouse stores and combinations thereof.

18. A method as recited in claim 16, wherein said removable element is selected from a group including cards, tags, coins, chips, labels and combinations thereof.

19. A method as recited in claim 16, wherein said marketing collateral includes information disseminated through audio, audio visual, print, global communications network and combinations thereof.

20. A business form assembly, comprising;  
a substrate having first and second portions distinct from one another, said first and second portions are joined one to another through a first pattern of material applied along an edge of each of said first and second portions;  
one of said first and second portions having at least a second pattern of material disposed thereon spaced from said first pattern;  
a coating applied to a portion of at least one of said first and second portions, said coating anchoring toner, ink, adhesive, cohesive and combinations thereof to said at least one of said first and second portions;  
at least one removable element contained within one of said first and second portions, said removable element having a thickness different than at least one of said first and second portions;  
said first and second patterns with said removable element and said first and second portions cooperating to form a substantially coplanar assembly; and  
said first and second portions with said removable element and said first and second patterns of material are connected to additional business form assemblies to create a continuous business form arrangement.

21. A business form assembly as recited in claim 20, wherein said first and second patterns of material are selected from a group including glassine, machine glazed paper, highly calendared paper, wax or starch based coatings, silicone coatings, ink and combinations thereof.

22. A business form assembly as recited in claim 20, wherein said at least one of said first and second patterns of material are provided with indicia.

23. A business form assembly as recited in claim 20, wherein said removable element is selected from a group including cards, tags, coins, chips, labels and combinations thereof.

24. A stack of business form assemblies having at least one removable element, comprising;

- a removable element, said removable element having a different thickness than an individual business form assembly;

- a plurality of business form assemblies, each of said assemblies having a first and second portion joined to one another by a first pattern of material and one of said first and second portions having at least a second pattern of material;

- a coating applied to a portion of at least one of said first and second portions to anchor toner, ink, adhesive, cohesive and combinations thereof to said at least one of said first and second portions;

- said first and second patterns of material along with said at least one removable element cooperate to create a substantially planar assembly; and

- wherein said plurality of business form assemblies forms a square, cube or rectangular shaped stack ranging from about 2 up to about 10,000 assemblies.

25. A stack of business form assemblies as recited in claim 24, wherein said material is selected from a group including glassine, machine glazed paper, highly

calendared paper, wax or starch based coatings, silicone, polyethylene, polyester based materials and combinations thereof.

26. A stack of business form assemblies as recited in claim 24, wherein said material may be provided in a format selected from a group including continuous, discontinuous, segmented, regular, irregular and combinations thereof.

27. A stack of business form assemblies as recited in claim 24, wherein said material has reduced surface affinity between successive form assemblies.

28. A stack of business form assemblies as recited in claim 24, wherein said removable element is selected from a group including cards, tags, coins, chips, labels and combinations thereof.

29. A method of using a business form assembly, comprising the steps of;  
providing a series of business form assemblies, each of said assemblies having discrete first and second portions with said first and second portions joined to one another along an end edge, each of said assemblies having a landscape and a portrait format, at least one of said first and second portions provided with a removable element having a thickness different than that of at least one of said first and second portions and at least a portion of one of said first and second portions is provided with a coating to anchor toner, ink, cohesive, adhesive or combinations thereof to said at least one of said first and second portions; and each of said first and second portions provided with at least one pattern of material to offset the thickness of said removable element and said patterns of material reducing surface affinity between successive business form assemblies;  
stacking said business form assemblies for processing through a printer or other handling equipment; and  
feeding said business form assemblies in a landscape format through said printer or other handling equipment.

30. A method as recited in claim 29, wherein said removable element is selected from a group including cards, tags, coins, chips, labels and combinations thereof.

31. A method as recited in claim 29, wherein said first and second pattern of material is selected from a group including glassine, machine glazed paper, highly calendered paper, wax or starch based coatings, silicone and combinations thereof.

32. A method as recited in claim 29, wherein said patterns may be provided in a format selected from a group including continuous, discontinuous, segmented, regular, irregular and combinations thereof.

33. A coating for anchoring toner, ink, adhesive, cohesive and combinations thereof to a substrate comprising;  
a first component including a pigment less material ranging from about 0.01% to about 90% by weight and at least a second component ranging from about 0.01% to about 90% by weight of an absorbing agent.

34. A coating as recited in claim 33, including a third component for stabilizing pH.

35. A coating as recited in claim 34, including a drying agent.